

ORDER



Orders
Order / Rev: 69347
Alt Order #: 9856160 /Brad
Product Desc: Obama for America
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 11/07/12
Order Type: GENERAL

WLYH CW15

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	85	\$18,380.00	\$15,623.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	85	\$18,380.00	\$15,623.00	0.00
Totals	85	\$18,380.00	\$15,623.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WLYH CW15	7%	\$18,380.00
Market	100%	\$262,571.43

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	93%	\$244,191.43
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLYH	11/01/12	11/05/12	Daily Buzz Daily Buzz	CM	7-9a	M- TF- -	1:00	2	\$70.00	P-2	0.00	NM	2	\$140.00
N 2	WLYH	11/01/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 3	WLYH	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 4	WLYH	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 5	WLYH	11/01/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 6	WLYH	11/01/12	11/05/12		CM	1p-2p	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00

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Advertiser: Obama/D/President
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 Estimate:

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1p-2p M-F 1p-2p											
N 7	WLYH	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M- -TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 8	WLYH	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M- -TF- -	1:00	2	\$160.00	P-2	0.00	NM	2	\$320.00
N 9	WLYH	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M- -TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N10	WLYH	11/01/12	11/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	M- -TF- -	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00
N11	WLYH	11/01/12	11/05/12	M-F 6p-7p M-F 6p-7p	CM	6p-7p	M- -TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N12	WLYH	11/01/12	11/05/12	Sa Prime Access Rotato Sa 7p-8p	CM	7p-8p	- - - - -S-	1:00	1	\$160.00	P-2	0.00	NM	1	\$160.00
N13	WLYH	11/01/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M- -TF- -	1:00	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
N14	WLYH	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M- -TF- -	1:00	4	\$400.00	P-2	0.00	NM	8	\$2,200.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.5,14.6,14.7,14.8 [Preempted by NSM]		730p-8p		M- -ThF- - - -	1:00		(\$400.00)		0.00	NM		
3	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.5,14.6,14.7,14.8 [Preempted by NSM]		730p-8p		M- -ThF- - - -	1:00		(\$400.00)		0.00	NM		
4	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9,14.10,14.11 [No Avail]		730p-8p		M- -ThF- - - -	1:00		(\$400.00)		0.00	NM		
5	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]		730p-8p		M- -ThF- - - -	1:00		\$400.00		0.00	NM		
6	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]		730p-8p		M- -ThF- - - -	1:00		\$400.00		0.00	NM		
7	WLYH	11/01/12-11/05/12	Sat Reg 1 Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]		8p-9p		- - - - -Sa- -	1:00		\$300.00		0.00	NM		
8	WLYH	11/01/12-11/05/12	Sun Reg 2 Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]		8p-9p		- - - - -Su	1:00		\$300.00		0.00	NM		
9	WLYH	11/05/12-11/05/12	M-F 1030p-11p Ⓜ MG for 14.4 11/05 [MG within Flight]		1030p-11p		M- - - - -	1:00		\$140.00		0.00	NM		
10	WLYH	11/01/12-11/05/12	Big East Football Ⓜ MG for 14.4 11/05 [MG within Flight]		Various		- - - - -Sa- -	1:00		\$140.00		0.00	NM		
11	WLYH	11/01/12-11/05/12	Sa 6p-7p Ⓜ MG for 14.4 11/05 [MG within Flight]		6p-7p		- - - - -Sa- -	1:00		\$120.00		0.00	NM		
N15	WLYH	11/01/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M- -TF- -	1:00	2	\$250.00	P-2	0.00	NM	2	\$500.00
N16	WLYH	11/01/12	11/05/12	M-F 1030p-11p M-F 1030p-11p	CM	1030p-11p	M- -TF- -	1:00	2	\$130.00	P-2	0.00	NM	2	\$260.00
N17	WLYH	11/01/12	11/05/12	M-F 11p-1130p M-F 11p-1130p	CM	11p-1130p	M- -TF- -	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00
N18	WLYH	11/01/12	11/05/12	M-F 1130p-12a M-F 1130p-12a	CM	1130p-12a	M- -TF- -	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00
N19	WLYH	11/01/12	11/05/12		CM	1030p-1130p		1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00

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Advertiser: Obama/D/President
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 Estimate:

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa 1030p-1130p			-----S-								
				Sa 1030p-1130p											
N20	WLYH	11/01/12	11/05/12	Sa 1130p-1230a	CM	1130p-1230a	-----S-	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00
				Sa 1130p-1230a											
N21	WLYH	11/01/12	11/05/12	Su 1030p-11p	CM	1030p-11p	-----S	1:00	1	\$140.00	P-2	0.00	NM	1	\$140.00
				Su 1030p-11p											
N22	WLYH	11/01/12	11/05/12	Su 11p-1130p	CM	11p-1130p	-----S	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00
				Su 11p-1130p											
N23	WLYH	11/01/12	11/05/12	Su 1130p-12a	CM	1130p-12a	-----S	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00
				Su 1130p-12a											
N24	WLYH	11/01/12	11/05/12	Sat Reg 1	CM	8p-9p	-----S-	1:00	2	\$300.00	P-2	0.00	NM	1	\$300.00
				Sat 8p-9p											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WLYH	11/01/12-11/05/12	Sat Reg 1		8p-9p	-----Sa--	1:00		(\$300.00)		0.00	NM		
				See MG 14.5,14.6,14.7,14.8											
				[Preempted by NSM]											
N25	WLYH	11/01/12	11/05/12	Sat Reg 2	CM	9p-10p	-----S-	1:00	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Sat 9p-10p											
N26	WLYH	11/01/12	11/05/12	Sun Reg 2	CM	8p-9p	-----S	1:00	2	\$300.00	P-2	0.00	NM	1	\$300.00
				Sun 8p-9p											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WLYH	11/01/12-11/05/12	Sun Reg 2		8p-9p	-----Su	1:00		(\$300.00)		0.00	NM		
				See MG 14.5,14.6,14.7,14.8											
				[Preempted by NSM]											
N27	WLYH	11/01/12	11/05/12	Sun Reg 3	CM	9p-10p	-----S	1:00	1	\$270.00	P-2	0.00	NM	1	\$270.00
				Sun 9p-10p											
N28	WLYH	11/01/12	11/05/12	Big East Football	CM	Various	-----S-	1:00	1	\$140.00	P-2	0.00	NM	1	\$140.00
				Big East Football											
N29	WLYH	11/02/12	11/05/12	M-F 7-730p	CM	7p-730p	M--F--	1:00	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
				M-F 7p-730p											
N30	WLYH	11/02/12	11/05/12	M-F 730p-8p	CM	730p-8p	M--F--	1:00	1	\$400.00	P-2	0.00	NM	1	\$400.00
				M-F 730p-8p											
N31	WLYH	11/01/12	11/05/12	Sun Reg 1	CM	7p-8p	-----S	1:00	1	\$450.00	P-2	0.00	NM	1	\$450.00
				Sun 7p-8p											
N32	WLYH	11/01/12	11/05/12	Sa Prime Access Rotato	CM	7p-8p	-----S-	1:00	1	\$160.00	P-2	0.00	NM	1	\$160.00
				Sa 7p-8p											
N33	WLYH	11/02/12	11/05/12	M-F 10p-1030p News	CM	10p-1030p	M--F--	1:00	2	\$250.00	P-2	0.00	NM	2	\$500.00
				CBS 21 News on CW 15											
N34	WLYH	11/01/12	11/05/12	Sa-Su 10p-1030p News	CM	10p-1030p	-----SS	1:00	2	\$240.00	P-2	0.00	NM	2	\$480.00
				CBS 21 News on CW 15											
N35	WLYH	11/01/12	11/05/12	Mon Reg 1	CM	8p-9p	M-----	1:00	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Mon 8p-9p											
N36	WLYH	11/01/12	11/05/12	Sat Reg 1	CM	8p-9p	-----S-	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
				Sat 8p-9p											
N37	WLYH	11/01/12	11/05/12	Sat Reg 2	CM	9p-10p	-----S-	1:00	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Sat 9p-10p											
N38	WLYH	11/01/12	11/05/12	Sun Reg 2	CM	8p-9p	-----S	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
				Sun 8p-9p											
N39	WLYH	11/01/12	11/05/12	Sun Reg 3	CM	9p-10p	-----S	1:00	1	\$270.00	P-2	0.00	NM	1	\$270.00
				Sun 9p-10p											
N40	WLYH	11/01/12	11/05/12	Big East Football	CM	Various	-----S-	1:00	2	\$140.00	P-2	0.00	NM	2	\$280.00
				Big East Football											
N41	WLYH	11/01/12	11/05/12	Su 1130p-12a	CM	1130p-12a	-----S	1:00	1	\$50.00	P-2	0.00	NM	1	\$50.00
				Su 1130p-12a											
N42	WLYH	11/05/12	11/05/12		CM	6p-7p		1:00	3	\$180.00	P-1	0.00	NM	3	\$540.00

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Advertiser:	Obama/D/President
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WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N43	WLYH	11/05/12	11/05/12	M-F 6p-7p M-F 6p-7p	CM	5p-6p	M-----	1:00	3	\$170.00	P-1	0.00	NM	3	\$510.00
N44	WLYH	11/01/12	11/05/12	Sa-Su 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	-----22	1:00	4	\$350.00	P-1	0.00	NM	4	\$1,400.00
N45	WLYH	11/01/12	11/05/12	Sa 6p-7p Sa 6p-7p	CM	6p-7p	-----S-	1:00	2	\$250.00	P-1	0.00	NM	2	\$500.00
N46	WLYH	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	1:00	2	\$350.00	P-1	0.00	NM	2	\$700.00
N47	WLYH	11/05/12	11/05/12	Daytime Rotator M-F 8a-5p	CM	9:00 AM-3:00 PM (9:00 AM-3:00 PM)	M-----	1:00	2	\$110.00	P-1	0.00	NM	2	\$220.00
N48	WLYH	11/01/12	11/05/12	Su 6-7p Su 6p-7p	CM	6p-7p	-----S	1:00	1	\$130.00	P-1	0.00	NM	1	\$130.00
Totals														85	\$18,380.00